

September 29, 2023

## **Initiatives to Co-create New Greenery for the Next 100 Years of Jingu Gaien**

Tokyo, Japan, September 29, 2023 – The developers of the Jingu Gaien District Urban Redevelopment Project (hereinafter, “the project”) announced today that we have decided to carry out the following programs in which we hope everyone will participate as part of the initiatives to co-create new greenery for the next 100 years of Jingu Gaien under the project with a desire to make the greenery of Jingu Gaien more accessible and enjoyable for the general public.

### 1. The Reiwa Tree Donation Program

Meiji Jingu Gaien was formerly built through monetary donations and donated trees from the public under the call of people including Eiichi Shibusawa, and continues to be used to this day. Over many years, it has been renewed through human labor and opened to the public as a green space and cultural and sports facility, and has been enjoyed by many people. Based on a desire to make the greenery of Jingu Gaien more accessible and enjoyable for the general public over the next 100 years, we will launch the Reiwa Tree Donation Program (“the program”) while receiving cooperation from The Tokyo Chamber of Commerce and Industry in which Eiichi Shibusawa, who devoted his full effort to the establishment of Meiji Jingu Gaien, served as chairman.

The program will be designed to create new greenery in Jingu Gaien by selecting trees of appropriate species and ages and planting new trees, while taking into consideration the wishes of the public and the vegetation in each area. In this way, we will aim to not merely accept the donations of the trees themselves, but to make it easier for those who agree with the purpose of the program to participate, and develop a scheme to raise funds for the creation of new greenery.

#### (1) Acceptance of donations

Starting October 6, we will begin accepting donations to purchase trees in order to create new greenery for Jingu Gaien through the “Jingu Gaien Midori Project\*”. The trees purchased with the collected donations are scheduled to be planted mainly in a New Green Zone primarily from 2028. In addition to the purchase of trees, the donations will also be used to cultivate and manage the trees we have bought.

For details, please see the official website scheduled to launch on October 6. We kindly ask for your support and cooperation.

Jingu Gaien Midori Project official website: <https://gaien-midori-project.jp>

\* The Jingu Gaien Midori Project is a general incorporate association composed of four members—Mitsui Fudosan, Meiji Jingu, a religious corporation, Japan Sports Council, an incorporated administrative agency, and ITOCHU Corporation—that make up the businesses in the project. It is intended to collect donations for the program and purchase trees in order to create new greenery in Jingu Gaien.

## (2) Application overview

- Application period    October 6, 2023 1pm to January 8, 2024 5pm (planned)
  - \* The application period may end earlier than scheduled.
- ¥1,000 per donation (up to 30 donations)
- Entry method: Please apply through the Jingu Gaien Midori Project official website(scheduled to launch on October 6)

## 2. Oak Tree Sapling Cultivation Program

Through the project, events are being planned going forward to familiarize people with nature in the Jingu Gaien area. As an initial effort, a participatory event will be held in which parents and their children will pick up the acorns of trees growing within Meiji Jingu Gaien. The collected acorns will then be raised by the developers. In the future, we will consider planting new trees in the outer garden of Meiji Jingu Gaien if they sprout and grow steadily.

- Date: Early November 2023 (planned)
- Location: Gondawara area of Meiji Jingu Gaien
- Event details such as participant application requirements will be gradually unveiled on the website starting from October 6.

Event webpage: <https://www.jingugaienmachidukuri.jp/event/>



**Please direct inquiries to:**

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Jingu Gaien District Urban Redevelopment Project website:

<https://www.jingugaienmachidukuri.jp/en/>